

ABSTRACT OF DISCLOSURE

A method for transferring retroreflective assemblies in a predetermined sequence to a target. The target assemblies each comprise, in a preferred embodiment, a transfer sheet having openings formed therein, retroreflective targets being positioned in the openings, and a base member having a first surface which adheres to the bottom surface of the transfer member, a pressure sensitive adhesive layer being secured to the second surface of said base member. The assembled targets are positioned on a liner in a predetermined pattern and the liner is then wound in a roll in a manner such that the targets are positioned on the outside of the roll. When the targets are to be applied to a surface, the roll is unwound with the target assemblies facing the surface, the target assemblies then being forced against the surface such that the adhesive secures the target assemblies thereto. When the liner is removed, the targets remain secured to the surface in a predetermined sequence.